



# Ronald McDonald House Charities® Manitoba

## “The House That Love Built”

### Third Party Event Tool Kit

Thank you for choosing Ronald McDonald House Charities Manitoba as the benefactor for the proceeds of your fundraising event! We rely on the willingness of many individuals and organizations that generously initiate fundraising events and activities to raise money in support of our programs and services. To help you with your fundraising endeavors we have designed this toolkit to provide some helpful tips and information you will need when fundraising for Ronald McDonald House Charities Manitoba.

We want to make sure that you have as much help as possible with your fundraising event so it is important that both Ronald McDonald House Charities Manitoba and your event organizer have a clear understanding of the requirements and expectations early in the planning stages. We will assess the event based on the information provided and determine what assistance is available for your event.

#### **Third Party Event**

A third party event can be defined as any fundraising initiative brought forward by an individual(s), community group, service club or business who wish to raise money through a planned activity that is designed, managed and financially resourced by the third party participants.

Third party organizations interested in donating proceeds from their events are asked to read the Third Party Fundraising Agreement and initial where indicated and sign as having accepted them.

#### **What We Can Do To Help You Have a Successful Event**

To make your job a little easier and to help ensure event success, Ronald McDonald House Charities Manitoba can provide you with the following:

- ❖ A RMHC staff member or volunteer to attend the event, when appropriate and available, for cheque presentation;
- ❖ If requested, and depending on size of event, we may provide a RMHC Manitoba advocate family to speak at your event;
- ❖ Upon request, a letter of support will be written to validate the authenticity of the event;
- ❖ When appropriate, provide link on the RMHC website [www.rmhmanitoba.org](http://www.rmhmanitoba.org) promoting the event; create online donation for pledges and donations;
- ❖ Support event through social media marketing, i.e. Facebook and Twitter;

- ❖ Providing the event meets the Canada Revenue Agency criteria for charitable receipting, issue tax receipts for charitable donations received which are \$20.00 or greater. (Full name and mailing address must be provided for us to do so);
- ❖ Brochures and marketing materials if requested
- ❖ We will provide the sponsoring organization/group with appropriate recognition in our annual donor report, where applicable.
- ❖ When promoting your event, the purpose of raising funds for Ronald McDonald House Charities Manitoba must be clearly stated. It is required that our official name and logo be used, and that we approve the use of our name and logo on any print materials prior to printing or distribution.
- ❖ Support event through social media marketing i.e. Facebook, Twitter, etc.
- ❖ When appropriate and depending on size of event, may provide a Ronald McDonald House Charities Manitoba advocate family to speak at event.

### **What We Are Unable To Do**

- ❖ The provision of funding or reimbursement for event expenses;
- ❖ Due to privacy regulations, we are unable to share our donor mailing list.

# Ronald McDonald House Charities® Manitoba

## Fundraising Guidelines & Agreement

If you wish to help Ronald McDonald House Charities Manitoba by holding a fundraiser with net proceeds being donated to RMHC Manitoba, we ask that you follow these guidelines. Please read the information and place your initials where indicated. We want to know about your event and assist wherever and however we can, so please keep us posted.

- Ronald McDonald House Charities Manitoba shall not incur any expenses nor be expected to provide any funds for a third party event. Such events must be self-sustaining. \_\_\_\_\_ Initials
- Formal approval must be received from us in order to utilize the Ronald McDonald House Charities Manitoba logo in promotional materials and websites. \_\_\_\_\_ Initials
- If you would like to have a RMHC Manitoba representative at your event please indicate this in your request to allow ample time for scheduling. \_\_\_\_\_ Initials
- Ronald McDonald House Charities Manitoba will not be responsible for any damages or injuries as a result of the event. \_\_\_\_\_ Initials
- Ronald McDonald House Charities Manitoba will not be responsible for any financial loss and maintains the right to withdraw the support of an event that does not meet approved guidelines. \_\_\_\_\_ Initials
- We reserve the right to deny any application for fundraising events that do not complement the mission of, or project a positive image of, Ronald McDonald House Charities Manitoba and its programs and services. \_\_\_\_\_ Initials
- The organization/group/individual is responsible for obtaining appropriate licenses (i.e. Manitoba Gaming & Lottery for 50/50 draws and raffles). \_\_\_\_\_ Initials

### Declaration

Acceptance of the above Guidelines by the Organization/Group/Individual

I have read, understand and agree to abide by the preceding guidelines for special events in support of Ronald McDonald House Charities Manitoba.

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_